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When Two Likes Are Alike: Revisiting Media Bias Using Facebook Likes

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WHEN TWO LIKES ARE ALIKE: REVISITING MEDIA BIAS USING FACEBOOK LIKES

Eli Scher-Zagier

Mentor: Jacob Montgomery

This paper applies a recently developed method of estimating ideology with Facebook interactions to posts by media outlets. After using these ideological estimates to rank media outlets' relative ideology, it looks at whether authors affect the ideology of the articles they write when holding fixed the article topic and media outlet. It finds that authors jointly affect the ideological slant of articles, and more than half of the authors have a statistically significant individual effect on the ideology of their articles.